

RECEIVED  
CENTRAL FAX CENTER  
JAN 20 2005

LAW OFFICES OF  
**FAY KAPLUN & MARCIN, LLP**  
INTELLECTUAL PROPERTY LAW

150 BROADWAY, SUITE 702  
NEW YORK, NEW YORK 10038  
PHONE: (212) 619-6000  
FAX: (212) 208-6819  
WWW.FKMIPLAW.COM

**FACSIMILE COVER SHEET**

**FAX NO** : 703-872-9306  
**TO** : Commissioner for Patents  
Mail Stop: Amendment  
**FROM** : Oleg F. Kaplun  
**DATE** : January 20, 2005  
**SUBJECT** : U.S. Patent Appln. Serial No. 09/653,767  
for *Frames-Based Advertising Service*  
with *Response and Activity Reporting*  
Inventor(s): Allan et al.  
Our Ref.: 40116/06801

**NUMBER OF PAGES INCLUDING COVER :** 13

---

**MESSAGE:**

Please see attached.

**IF ANY PAGES WERE NOT RECEIVED OR ARE ILLEGIBLE, PLEASE CALL (212) 619-6000 AS SOON AS POSSIBLE**

The information contained in this facsimile message is attorney privileged and confidential information intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us by telephone, and return the original message to us at the above address via the U.S. Postal Service. We will reimburse any costs you incur in notifying us and returning the message to us. Thank you.

[40116/06801]

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**RECEIVED  
CENTRAL FAX CENTER

JAN 20 2005

Inventor(s) : Scott T. Allan et al.  
Serial No. : 09/653,767  
Filing Date : September 1, 2000  
For : Frame-Based Advertising Service With Response  
And Activity Reporting  
Group Art Unit : 3629  
Examiner : Jonathan P. Ouellette

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**Certificate of Facsimile Transmission Under 37 CFR 1.8**

I hereby certify that this paper is being facsimile transmitted to the  
Commissioner for Patents, P.O. Box 1450, Alexandria, VA  
22313-1450, Fax (703) 872-9306 on the date shown below:

By:

Date: January 20, 2005

Oleg F. Kaplun, (Reg. No. 45,559)

**TRANSMITTAL**

In response to the Office Action mailed October 20, 2004, please find an Amendment for filing in the above-identified application. No fees are believed to be required. However, the Commissioner is hereby authorized to charge any additional fees to the Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

Dated: January 20, 2005

  
Oleg F. Kaplun, Reg. No. 45,559

Fay Kaplun & Marcin, LLP  
150 Broadway, Suite 702  
New York, New York 10038  
Tel: (212) 619-6000  
Fax: (212) 619-0276

[40116/06801 - A - 68678]

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**RECEIVED  
CENTRAL FAX CENTER

JAN 20 2005

Inventor(s) : Scott T. Allan et al.  
Serial No. : 09/653,767  
Filing Date : September 1, 2000  
For : Frame-Based Advertising Service With Response  
And Activity Reporting  
Group Art Unit : 3629  
Examiner : Jonathan P. Ouellette

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

In response to the Office Action mailed October 20, 2004 in the above-identified application, please consider the following remarks: